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Four More Days



**EMERGENCY PHARMACIES**  
**TONIGHT**

**JERUSALEM:** Aliba, Zion Sq.  
47706.  
**TEL AVIV:** Abramski 43 Al-  
lenby, 68226. Zeidman, 81 Abad-  
Im'um, 63361. Sanitas, 25 Ibn  
Gabriel, 45061. Yafa, 173 Ben-  
Yehuda, 24545. **JAFFA:** El Ka-  
mal, 52 Yefet, 82001. **NAT YAM:**  
Bat Yam, 45 Balfour. **HOLON:**  
Ribak, Struma Sq. **PTAT:**  
**TIKVA:** Flakheim, 6 Hafeiz Ha-  
yim. **NAMAT YITZHAK:** Ya-  
rael, 34 Tel Hai, Shikun Herod,  
72009. **REHOVOT:** Haasgav, 12  
Nave, 25-1247.

**RAIFA Joseph, 31 Joseph,**  
401A.

**TODEROW**  
Jerusalem: Zichron Moche, 30  
Edison Cinema, 24191.

**TEL AVIV: (8 a.m.-7 p.m.)**  
Michlin, 113 Allenby, 6282A  
Frankel, 28 King George, 3872A  
Rosen, 183 Ben Yehuda, 4287A  
Michlitz, 22 Hayarkon, 4368A  
Baruch, Hata'ot Qr., 3219A  
**JAFFA:** Degani, 25 Herzl-  
yim, 8200A. (11-12 p.m.)  
32 Allenby, 3333B. Ben Yehuda,  
142 Ben Yehuda, 2283C. Green-  
berg, 66 King George, 2620A  
Avrahami, 9 Erlanger, near Coe

11th Station, 32366, Baruch, Ha-  
 ilva Gr. #3105. JAFFA: Da-  
 vid, 31 Yerushalayim, 62998  
 #31 YAM: Abner, 78 Sal-  
 four, HOLO: Ribot, 31 Gif-  
 Sq. PETAR TIEVA: Haveron,  
 54 Stampfer. RAMAT GAN: Pin-  
 ci, 43 Hibat Zion, 72821. REHO-  
 VOT: Levin, 196 Harel, 95-126.  
 HAIFA: Hammarah, 87 Harel,  
 5211. Ahusa, 4 Morev, Mt. Cal-  
 mel, 61164.

**EMERGENCY PHYSICIANS**  
**TONIGHT**  
 JERUSALEM: Dr. Shabat, Re-  
 heve Berlin, Ramat Golan, 330-  
 Dr. Eadon, Shikun, Shikun 12/2,  
 Kiryat Yehon, Dr. Shor, 48 2.

TEL AVIV: Dr. Eisan, 5 Shimon, 28748. Dr. Garmas, 28 Frishman, corner 30 Syrkin. Dr. Weiss, 73 Dizengoff, 28037. Dr. Mahler, 89 Arlosoroff, 81300. Dr. Simon, 43 Keren Kayemet.

HAIFA: Dr. Sherman, 3 Hanavi'im, 2445.

**TOMORROW**

JERUSALEM: Dr. Saffir, Shikun Seia 13/2, Kiryat Yovel. Dr. Shor, 45 Rashi.

TEL AVIV and HAIFA: names as above.

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# Today's Postbag

## The Weather

Forecast: Partly cloudy, with occasional rain. Wind: West, 10-15 mph. Temperature: 50-60°F. Humidity: 60-70%.

## DEPARTURES

Mr. Yehoshua Shimon, Head of the Histadrut's Political Department, is leaving for a tour of the West Bank and Gaza Strip. He will be accompanied by Mr. Moshe Gurevich, Director of the Histadrut's Social Services Department.

## THE MINISTRY OF Labour

has allocated IL\$4,000 to the Histadrut for the construction of a new building for its workers' council. The building will be located in the center of the city and will serve as a meeting place for the council and its members.

## THE FARE on the No. 24

bus in Haifa will go up today from nine to ten sheqels. The fare is being increased by one sheqel because of the increase in the cost of fuel.

## Israel Admitted To Museum Int'l

Israel has recently become a member of the International Council of Museums (I.C.O.M.), the Ministry of Education and Culture announced yesterday. The council is an international organization of museums which promotes the exchange of information and the cooperation of museums in the field of research and education.

## U.S. Ambassador At Turkey Dinner

TEH AVIV. — U.S. Ambassador Ogden Reid received over 200 guests who attended the Z.O.A. House traditional Thanksgiving Day dinner last night. The dinner, at which Reid presided, was held at the Z.O.A. House in the city center. The guests included members of the diplomatic corps, the press, and the general public.

## Sikhs Battle Police In Delhi Language Riot

NEW DELHI (Reuters). — Hundreds of steel-helmeted police hurled tear-gas bombs in a clash with Sikh demonstrators around the Parliament building here on Thursday and Friday. The police used tear gas to disperse the demonstrators, who were protesting against the government's decision to allow the Sikhs to wear turbans in the Indian Army. The police also used batons to beat the demonstrators, who were carrying flags and banners.

## Memorial Meeting For J. Gurevich

A memorial meeting on the 30th day after the death of Prof. Josef Gurevich, 53, head of the Department of Clinical Microbiology at the Hebrew University-Hadassah Medical School, was held at the Medical School on Wednesday evening. Prof. Gurevich came to this country in 1921, and worked on research in the field of infectious diseases. He was a member of the Israeli Academy of Sciences and a recipient of the Israel Prize for his contributions to the field of medicine.

# Rabbinate Elections C'tee— Cabinet Nomination Likely

By SHALOM COHEN, Jerusalem Post Reporter

The Cabinet seems likely to appoint a representative to the Rabbinate Elections Committee on Sunday and so to end the elections deadlock, informed sources in Jerusalem said yesterday, but the appointment will probably be made over National Religious Party opposition.

Mr. Levi Eshkol, of Mapai, and Mr. Moshe Shapira, of the N.R.P., met again in Tel Aviv yesterday but failed to reach agreement. Mr. Shapira proposed that the elections be postponed until the end of the year, but Mr. Eshkol refused to agree to this.

Mr. Eshkol is understood to have informed Mr. Shapira that at Sunday's Cabinet meeting, Mapai would support the N.R.P. proposal to allow a "clearing of the atmosphere" by which time the N.R.P. could take an active part in the elections.

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## Nominations Rejected

Both suggested nominations were rejected by Mr. Shapira. Rabbi Rubinstein was nominated at last Sunday's Cabinet meeting but was outvoted and only received the support of two Mapai Ministers, Messrs. Eshkol and Shapira. The other nomination, for Rabbi Shapira, was also rejected.

## Progressives Hit B.G.'s 'Zionist' Statement

The Progressive Party, at a meeting last night in Tel Aviv, rejected Prime Minister Ben-Gurion's remarks about the Zionist Congress in the House of Representatives on Wednesday. The party's statement criticized Ben-Gurion's remarks as "Zionist propaganda" and called for a more balanced approach to the issue of the Jewish people's return to their homeland.

## MAJOR M. NAMIR, of Tel Aviv

was yesterday made a member of the Executive of the World Jewish Congress. He will also sit on the Board of Directors of the Israeli branch of the Congress.

## AIRLINES BRING RARE DRUG TO YOUNG ISRAELI

LYDDA AIRPORT. — A rare anti-biotic urgently needed for treatment of a 14-year-old boy at Beilinson Hospital arrived here by Cyprus Airways from London at 7.20 a.m. yesterday, 18 hours after the doctors prescribed it.

## Ruth is Fund Veteran at 12

Ruth Stein of Gan Yavne has grown up with The Jerusalem Post Toy Fund. In a letter enclosed in her parcel, received yesterday, she writes, "I am just twelve and so is your Fund and I want especially to congratulate you this year and to wish you unusual success and of course I'm waiting for my Toy Fund pin, to add to my collection." Ruth has been writing to us for years now, ever since she was in the first grade. She prepares a parcel of her toys and books and since her little brother was born she has included him into the Fund. Along with her parcel there is always a cash contribution of IL\$ from their own savings.

## Appeal for Help for Delinquent Youth

TEH AVIV. — Mr. Aris Grad, head of the Ministry of Social Welfare, suggested that public committees should be formed by well-wishing citizens to help young men who are released from delinquent youth establishments to find their way back to society. He called on the Tel Aviv Jaffa Rotary Club on Thursday, Mr. Grad said, young men often go off the track because they need a kind word of advice at a decisive moment in their lives.

## SOCCER LEAGUE HIT BY CYPRUS MATCH

TEH AVIV. — National League Soccer will again be interrupted this Saturday, because of the international match against Cyprus on Sunday. The postponement of the soccer league's entire programme because a Cyprus match is not available has caused some controversy. In League "A" Hapoel Tel Aviv is scheduled to play against Hapoel Haifa on Saturday. Hapoel Tel Aviv is currently in the lead of the league.

# French Dancers In Israel

By SHALOM COHEN, Jerusalem Post Reporter

Unless there are unexpected developments, Mapai members of the Government will on Sunday adopt a unified stand, the sources stated. According to an unpublished report, N.R.P. Minister Yosef Burg, now in the U.S., has informed Mr. Shapira that there was no hope of the Russian scholar, Rabbi Joseph Solovitchik, agreeing to stand for election as Ashkenazi Chief Rabbi.

An extension of two months for the N.R.P. to select a Chief Rabbi will appear on Sunday's agenda. Adoption of the N.R.P. proposal to allow a "clearing of the atmosphere" by which time the N.R.P. could take an active part in the elections.

## ROLAND PETIT

TEH AVIV. — The French dancer, Roland Petit and his troupe will appear on Sunday at the Tel Aviv Jaffa Theatre. The troupe is one of the best in the world and has performed in many of the world's great theatres. They will be performing a new production of "Les Femmes d'Alger" by Paul Gauguin.

## One Dissident

Only one National Council member, Mr. Levi Shimon of Haifa, seemed to disagree with the two physicians. He told them that they exaggerated the incidence of disturbances and quoted figures proving that only two of every 1,000 persons handled by the Sick Fund caused trouble. Stating, "There is another side to the issue," he demanded a change in the attitude to their patients of a large number of the Sick Fund physicians, nurses and officials. They were often responsible for the bitterness which erupted into violence, he said.

## Neuchastan Shares Over-Subscribed 30-Fold

TEH AVIV. — Allocation of Neuchastan shares is meeting with difficulties in view of the unexpected over-subscription. The amount of the shares offered, 100,000, had to be deposited the amount asked for in cash.

## Haifa Councillor On Bribery Charge

HAIFA. — City Councillor Ya'acov Tzorfat (Mapai), 48, appeared in the District Court before Resolving President Shalom Kassar yesterday on the occasion of the Jubilee day to answer a bribery charge that has caused a stir in this city and embarrassment to his Party.

## Sovereign Penalties Sought Against Embezzlers

The Attorney-General, Mr. Olshon, Hauser, yesterday instructed State and District Attorneys to ask Courts for stiffer penalties for embezzlement, bribery and misappropriation of public funds. Mr. Hauser added that he plans to appeal against all Court decisions which, in his opinion, fail to take into consideration the critical situation which has developed with regard to these crimes.

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# K. H. Doctors Want Action Against Trouble-Makers

By SHALOM COHEN, Jerusalem Post Reporter

KFAR SABA. — The creation of a special mobile "Court" to punish members who cause disturbances in Kupat Holim clinics or assault medical personnel was suggested here this week by two leading physicians of the Sick Fund.

## Four People Injured At Dangerous Junction

HAIFA. — Four people were seriously injured in a collision involving a lorry, two private cars, and a motor-scooter at the Givat Olga-Hadera junction early on Thursday morning.

## Dov Joseph Freeman of Dimona

DIMONA. — Dr. Dov Joseph, M.K. and Jewish Agency Treasurer was last night made an honorary citizen of this town. Dr. Joseph, who as Minister of Development seven years ago conceived the idea of setting up Dimona, is the first person to have been granted the freedom of the town.

## Haifa Rata Cannot Be Retroactively Collected

HAIFA. — The Municipality may not collect the higher rates for building permits, which it introduced under a new by-law on August 13 this year, on permits approved by the Local Town-planning Commission before that date, the Attorney-General has informed City Councillor Dr. W. Lindenstrauss.

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# INDUSTRY FINANCE and COMMERCE

By SHALOM COHEN, Jerusalem Post Reporter

TEH AVIV. — The Minister of Agriculture, Mr. Moshe Dayan, yesterday announced that the estimates for the 1961-62 Development Budget in agriculture will be cut by IL\$2m. as compared with the 1960-61 budget, and will total IL\$25m. Mr. Dayan was speaking at the meeting of the Council of the Agricultural Workers Union. He added that one of the main victims of the slash will be the Jordan-Neguv Pipeline, the building of which will be delayed because the budget will be IL\$2m. to IL\$2m. lower than the present estimates.

## FOOD PRODUCERS WANT GOV'T ASSISTANCE

TEH AVIV. — The Israel general meeting of the Food Producers' Association of the Manufacturers' Association resolved on Wednesday to oppose the high duties on raw materials and packaging for foodstuffs. The Association also decided to request that all development projects sponsored by the Government give preference to the expansion of existing plants rather than to the establishment of new ventures.

## EXPANDED TRADE WITH COLOMBIA POSSIBLE

Increased trade between Israel and Colombia was discussed by the Minister of Commerce and Industry, Mr. Pinhas Sapir, and Colombian Government officials, it was announced in Jerusalem yesterday. The export from Israel of beans, corn, fertilizers and manufactured products to Colombia and the import of sugar and coffee, were deemed feasible. An Investment Centre was organized in Colombia during the Minister's visit and interest in private investments in Israel was noted.

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# Tel Aviv Stock Market

By SHALOM COHEN, Jerusalem Post Reporter

	11/21	11/22
1. LIKED		
2. LIKED		
3. LIKED		
4. LIKED		
5. LIKED		
6. LIKED		
7. LIKED		
8. LIKED		
9. LIKED		
10. LIKED		

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...Of course he smokes Ascot,  
Ascot tastes better—  
is better!

ASCOT — THE FILTER CIGARETTE THAT REALLY SATISFIES.







# WHEN A TAXI IS A BUS

By Lea Ben Dor

THE question of the filling of diesel engines to taxi and the use of a mixture of petrol and kerosene for taxi with regular engines, came up again in the Knesset this week. The law proposed, and passed in first reading, merely empowers the Minister of Finance to order that fuel shall be used by various categories of vehicles. Most buses and trucks are now fitted with diesel engines, giving economy in fuel consumption. In some normal heavy-duty engines, except for a heavy-duty type built with a diesel engine by the German firm of Mercedes, and used to give just as smooth a ride as a normal automobile engine.

In Israel a large proportion of taxis have been converted to diesel engines in recent years, while others have tried to use petrol adulterated with kerosene. Mr. Eshkol, the Minister of Finance, said the import of diesel engines had never been sufficiently high, and engines were brought in the guise of spare parts, and assembled here. Others had been imported legitimately for agricultural machinery and the like. A law might be produced to the licensing office one day with a petrol engine, and a few days later there would be a diesel engine. The petrol engine would be used for the taxi, and the diesel engine for the agricultural machinery. The difference in fuel costs over a year might be around IL300.

Most of the people who spoke in the debate, including the Mapai members, seemed to feel that if so much money was being spent on diesel engines, it should be allowed to continue, on the following day the Finance Committee would be asked to consider the use of diesel cars (though not of adulterated petrol for ordinary cars, which causes intolerable exhaust fumes and ruins the engine, but with a petrol engine that will just about wipe out the profit.

The problem is an old one. Why do manufacturers put petrol engines burning petrol in their cars if diesel engines are all agreed on petrol engines, why should our taxi drivers know better? An American manufacturer might reply that when a customer buys a car, and not a truck, what he wants is high speed, quick acceleration, a quiet engine and a smooth ride. On all these points a petrol engine wins pistons down. And in any case the tax on "gas" is relatively low in the United States, and fuel consumption has never been a major consideration that it is in Europe. A British manufacturer would say that a heavy-duty engine would be quite impracticable in a small car, which has a modest fuel consumption in any case, while the owner who buys large cars want a luxury vehicle and are prepared to pay the higher operating costs.

But the taxi drivers also have a say. They work as small, tight spaces, and the fact is — and this is the real key to the problem — that most of their cars are not used as taxis in the normal sense. They work as small, tight spaces, and the fact is — and this is the real key to the problem — that most of their cars are not used as taxis in the normal sense. They work as small, tight spaces, and the fact is — and this is the real key to the problem — that most of their cars are not used as taxis in the normal sense.

THE "Moneybags" debate seemed rather flat, coming just after it had been announced that the Vegetable Growers' Board had decided in favour of the Ministry of Agriculture for another year. Mr. Megor-Cohen (Hertzi) made the growing of Moneybags sound like the construction of an electronic computer, and no-one could be expected to do it for ordinary folk. It was noted that Hertzi's farming expertise, Messrs. Ichler and Olmert, were demonstratively absent during the debate and it is thought they do not share the view that this crop is too hard for Israel farmers to grow. On the other hand it does require quite heavy investment in tractors and this may have frightened some of the growers away despite the promise of good profits. Mr. Shapiro (General Zionists) was pessimistic as usual, and made one wonder how any body could find the courage to grow vegetables at all when he was denouncing it as almost certain failure. If not this year then next. He had one pertinent point to make. If the Minister of Agriculture, as he said, would not accept a vote by the Citrus Growers Committee to ban the planting of more citrus, because they would be serving their own interests, why did he place more faith in the Moneybags edict of the Vegetable Board, whose members were also more concerned with their own expert interest than the success of the marginal grower?

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## Weather Cooperated to Make IULA Congress Memorable

By PHILIP GILSON

THE IULA Congress has come to a triumphant conclusion and the Mayors are presumably hard at work on the absorbing problems of their own cities, to which they can apply so many new ideas. The organizers are smiling modestly in the background; technically the organization was as near perfect as possible, and when asked their opinions of Israel as a whole and the Congress as a whole, the visitors grouped in various languages for new superlatives.

In a sense the importance of the working sessions was dwarfed by the interest in the country. Dr. A.F. Lerman, Assistant Secretary-General of IULA, said somewhat ruefully that delegates were so excited about the country that they had little time left for the formal business which had brought them here. One key delegate, who preferred to remain anonymous, replied to a question about the sessions that he was certain they were too marvelous for words, although he had not managed to attend any.

### Problems the Same

This happens, of course, to almost any congress, apart from those devoted to technical affairs which are in any case better avoided. Anthony Greenwood, a very British representative of Ghana who delivered one of the key addresses, said that the important things about any conference are the private meetings and discussions. The Ghanaian delegates, he said (and was borne out by Mr. Osabutey-Agudese, President of that country's Association of Local Councils), had discovered numerous points of similarity between their problems and those of other countries.

It was surprising, perhaps, that men like Sir Isaac Hayward and Mr. N.G.M. Pritchard, stewards of the London County Council, with its annual budget of £160,000,000, could have so much in common with mayors of small towns in developing states. They explained that there is surprisingly little difference between the municipal authorities of long-established countries with "decaying areas" and those of new towns with "development areas." Industrial and rural development have to be initiated; even the cultural and personal problems are the same. It was somewhat surprising to hear, for example, that the famous new town of England have to discover ways of "integrating immigrants," since the population is drawn from all over the country. Apparently a Lancastrian and a Cockney are separated by a common nationality but different accents and backgrounds almost as much as Ashkenazim and Sephardim.

### Happy to be in Asia

The theme of the Congress, the Tasks of Local Authorities in Development Areas, was of most urgent interest to the delegates from the new states. All of them, without exception, were keen to learn that the Congress was held in Israel, an Asian country. The attitude of the leaders of the great European cities was one of disgruntled determination to help the new lands leap forward economically. Mr. Felix Slavik, Deputy Mayor of Rotterdam, considered that the must be the central aim of all men during the coming decade. When asked why it was so important, he said simply that first by it is correct morally and secondly it is the only way

to prevent some sort of explosion which may destroy the world. Clearly this Congress was not just a "jumble," as one Israeli suggested: it was a very serious and weighty affair. But how those Mayors enjoyed Israel, what starry-eyed admirers of the land they became! From the point of view of the country, bearing in mind the importance of these visitors, not only in their cities but in their countries as a whole, this Congress was the most important propaganda event since the Sinai Campaign (with the possible exception of "Exodus").

The country's chief salesman was probably the weather. It performed with the discipline of the guards at Buckingham Palace. For the first few days there was a shower and delegates went swimming after mild rains, the air in the hills of Galilee and Judea was exhilarating, perfect for touring. Most of the visitors, canvassed for their opinions of Israel and the Congress, talked about the autumn sunshine in a manner that would have seemed extreme in a Tourist Corporation puff.

The other great attraction of the country, according to the visitors, was the spirit of the people. There was a time when Israelis tended to wave to the buses going by, tourists in case they were being

stifled, of their coming in certain quarters in Jerusalem and they had come prepared for ill-will, rejection and even for unpleasant demonstrations. From the moment that the Mayor of Jerusalem's excellent speech at the Opening Ceremony there seemed to be no danger of incidents. Every one of the 25 German delegates stressed his appreciation of the average Israeli's understanding of the new Germany.

The final reason why everyone was so delighted with Israel was that the country proved that imagination, energy and initiative can solve apparently insoluble problems. Mayor Jonas of Vienna stood beside the Jordan at Zemar and talked like a Zionist propagandist of the wonder of diverting the waters to the Negev. One of the Chicago liked the housing schemes. European Keldschoten of the Netherlands was thrilled by the scientific institutions. The all-predominant "Zionist" which was refreshing to somewhat cynical ears.

### Near-Perfect Organisation

A final word of praise must go to the organizers of this almost flawless Congress. It included the IULA staff from The Hague, the Israeli Union of Local Authorities, the Ministry of the Interior, the Government of Jerusalem, the Municipality of Jerusalem, the hotels, all of whom

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The new U.S. Embassy building in Tel Aviv's Rehov Hayarkon (right) keeps out the morning sun with a functionally designed, pre-cast, concrete curtain, shown in detail.

## U.S. Embassy Moves Into Its New Home

By HELGA DUDMAN

EVERYWHERE in the world, official buildings—like people—are coming to look more and more alike. It is hard, these days, to guess the nationality of new diplomatic offices buildings by their appearance. When I see pictures of new embassies abroad, I can usually tell what country they are built in, but not what country they represent," says Mr. M. Timmer, architect for the new American Embassy at Hayarkon Street and Sholem Aleichem Street in Tel Aviv. The building, which is being completed, is a modern, multi-story structure with a distinctive architectural style, featuring a large, curved facade and a prominent entrance.

The building's facade is distinctive, and achieved by the alternating use of the main materials of modern architecture: glass, concrete, aluminum. The left side of the building, as it looks toward the sea, is a sort of rectangular honeycomb of protruding concrete piers (the actual structural elements) which shade the recessed windows.

The horizontal grey rectangles on this side are structural slabs covered with crushed glass. Also seen here is a pinkish artificial stone used as facing in this manner for the first time. This is a ribbon of concrete with a ribbed or "cane" surface, and according to Timmer, outstandingly durable.

The front facade along Hayarkon Street is described by Timmer as a pre-cast "concrete curtain"—surely an apt term for a diplomatic building. The facade is a sort of honeycomb of protruding concrete piers (the actual structural elements) which shade the recessed windows. The horizontal grey rectangles on this side are structural slabs covered with crushed glass. Also seen here is a pinkish artificial stone used as facing in this manner for the first time. This is a ribbon of concrete with a ribbed or "cane" surface, and according to Timmer, outstandingly durable.

heating system to maintain a winter temperature of about 20 degrees centigrade. According to Timmer, Americans are also fond of modern plumbing and not big. The offices are thus good-sized, but of democratic proportions; that is, there are no unnecessarily complicated "status" indicators (size of desk, number of windows, etc.) which, as the sociologists enjoy telling us, are always enjoyed to American executives.

Also imported from the U.S. is some of the sound-proofing material. Empty parking spaces in the "Rush-Town" building are being completed, here labelling most suitable for the intended "Rush-Town" building.

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## Ears and Nose of the Force

By ILANA DAVID

"AN appreciation of canine psychology has replaced the whip and sugar technique in the training of dogs," says Mr. Rabin, head of the Animal Training Department of the Israel Police Force.

By establishing a relationship between master and dog, the police force has been able to exploit to the fullest the dog's distinctive physical attributes and his keen sense of smell and hearing.

In the Israel Police Force, dogs are used for patrol, tracking and identification duties. At one time the police dog was considered a "jack-of-all-trades." Today specialization has entered the professional dog-world and each dog is trained for a specific task.

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## Radio Journal Realizes Dream But Disappoints Reviewers

By SARAH SAAD

THE appearance of the radio journal realizes an ideal long cherished in the Israeli Broadcasting Service. Its protagonists maintained the radio journal as an accepted commitment of broadcasting in other countries and that Israel should have one as well. There was, moreover, a successful precedent in this country, "Ha-Galgal" which was issued in Mandatory days.

Some subsequent attempts—some semi-official—proved abortive owing to lack of public interest. But it was said, Kol Yisrael has made great progress in recent years and has a lot more to offer such as quantity and quality. The time has come for us to be a real broadcasting station with our own journal, said one believer.

Envious eyes were cast at other countries, especially at Britain, where the B.B.C. was producing the "Radio Times." This journal, concentrating on programmes, has the largest circulation of any paper in the world.

The first scheme mooted here was to link the cost of the journal to the radio licence fee and to distribute it free of charge to all licence-holders. This suggestion provoked widespread protest. The basic fear was that the new journal would be an organ of Government propaganda, however veiled; the public was particularly sensitive on this issue as the suggestion was made shortly before the

general elections. The proposal was frozen after discussion in a Knesset committee. But it was not forgotten.

### Long Preparations

Now a journal has been produced by the Broadcasting Service, which is sold without subsidy on the open market, thus meeting the objection that the Government wants to force a journal on the public.

Lengthy preparations were made for the appearance of the paper. Mr. Amos Gordon was appointed editor. Now a Kol Yisrael staff-man, he is also a veteran Reuters correspondent in London, where he headed the radio's English news department for several years. A small staff was gathered, an initial budget of £100,000 was allocated to launch the paper; the name "Radio" was chosen for the journal, to be published weekly, or bi-weekly, by extensive propaganda over Kol Yisrael. There has been demand for the journal.

While it had much to commend it—a wealth of pictures, some useful background material and a reasonable price—critics were most disappointed. The first major objection was that the paper did not fulfil its primary objective—the provision of full details about programmes. The journal provided even fewer details than the daily press. For example in last week's issue (No. 2) an item read "Music

from Champs Elysees"—and that was all. Although there was an article about this feature on another page, the programme page might have contained a list of artists, producer and other information, with a cross-reference to the article.

Half a page (and the pages are small) is devoted to each day's programmes. This half-page also includes advertisements for artists, producers and pharmacists! The other half-page contains notes on some of the features, the right hand of each page (except that no indication is given as to which of the two wavelengths carries the feature and there is no cross-reference in the programme to the notes).

Another point raised by the critics is that the primary function of a radio journal is to give information dealing with broadcast programmes. People are interested in learning about personnel and about the stories involved in preparing programmes; and there is entirely extraneous material. The classic examples are the pages devoted to literature, cinema and art. It would be preferable in order if these pages incorporated material from programmes dealing with these topics or about such broadcast programmes. The subject of the weekly art talk is obviously desirable.

Instead, these pages have no connection with radio whatever and merely duplicate material that can be found in every other daily and weekly paper. In the third issue there was, for example, a two-page story on women in prison which had no apparent connection with radio, and in this week's number (No. 4), two of the three articles featured in the contents list really come under the heading of what the cynics call "Talent," again unconnected with specific broadcast programmes.

Inset Pictures The cover pictures have been severely criticised. Nothing to do with radio appeared on the covers of the first three issues. The fourth broke the ice with Gaila Gil, a popular young singer. One picture of Gaila Gil (the elections) was politically inept; another cover was of a singer, some of whose recordings were played in the course of a late-night jazz feature. Three of the covers were full-page pictures unattractively slanted across the whole page.

The format should be changed. It is suggested that to print a larger page so that the day's programme could be given in full, together with notes and details. If the present size is maintained, programmes should be spread over the full page, with the longer notes moved to the feature section (with suitable cross-reference) and with shorter notes given on as many programmes as possible. These should be printed in extra-large type, so that doctors and pharmacists are useful but should be dropped if the choice is between them and the prime function of giving full details of radio programmes.

Many listeners would also welcome a music page. At present musical notes are limited largely to performers. The longer notes moved to the feature section (with suitable cross-reference) and with shorter notes given on as many programmes as possible. These should be printed in extra-large type, so that doctors and pharmacists are useful but should be dropped if the choice is between them and the prime function of giving full details of radio programmes.

There is clearly need for a drastic overhaul—and it was good to learn that Kol Yisrael has every intention of studying criticism seriously.

dog is an expensive process requiring at least one to two years of individual training. Often after six months of effort the trainer may decide that the dog is just too dumb to learn, but, once trained, a competent tracking dog can give up to eight years active service in the police force.

It is a nine-year old Alsatian, a dog of the breed, the tracking police force. The dog is used only for locating hidden human beings. The case has been quoted of the dog who led the police to a den of hashish addicts on the seashore. At the approach of the police the dog threw his pipe into the sea, but these were promptly retrieved by the determined handler.

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Instead, these pages have no connection with radio whatever and merely duplicate material that can be found in every other daily and weekly paper. In the third issue there was, for example, a two-page story on women in prison which had no apparent connection with radio, and in this week's number (No. 4), two of the three articles featured in the contents list really come under the heading of what the cynics call "Talent," again unconnected with specific broadcast programmes.

Inset Pictures The cover pictures have been severely criticised. Nothing to do with radio appeared on the covers of the first three issues. The fourth broke the ice with Gaila Gil, a popular young singer. One picture of Gaila Gil (the elections) was politically inept; another cover was of a singer, some of whose recordings were played in the course of a late-night jazz feature. Three of the covers were full-page pictures unattractively slanted across the whole page.

The format should be changed. It is suggested that to print a larger page so that the day's programme could be given in full, together with notes and details. If the present size is maintained, programmes should be spread over the full page, with the longer notes moved to the feature section (with suitable cross-reference) and with shorter notes given on as many programmes as possible. These should be printed in extra-large type, so that doctors and pharmacists are useful but should be dropped if the choice is between them and the prime function of giving full details of radio programmes.

Many listeners would also welcome a music page. At present musical notes are limited largely to performers. The longer notes moved to the feature section (with suitable cross-reference) and with shorter notes given on as many programmes as possible. These should be printed in extra-large type, so that doctors and pharmacists are useful but should be dropped if the choice is between them and the prime function of giving full details of radio programmes.

There is clearly need for a drastic overhaul—and it was good to learn that Kol Yisrael has every intention of studying criticism seriously.

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It is a nine-year old Alsatian, a dog of the breed, the tracking police force. The dog is used only for locating hidden human beings. The case has been quoted of the dog who led the police to a den of hashish addicts on the seashore. At the approach of the police the dog threw his pipe into the sea, but these were promptly retrieved by the determined handler.

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Our illustration shows: left to right: A brown and black checked coat with a hood and a high collar, a white coat with a high collar and a wide belt, a black and white checked coat with a high collar and a wide belt. The coat on the right is a black and white checked coat with a high collar and a wide belt. The coat on the left is a brown and black checked coat with a hood and a high collar. The coat in the middle is a white coat with a high collar and a wide belt.

## Klein's—Wizo Anniversary Show

By Shanti Berlitz  
WIZO and Jerusalem's Klein and Co. got together at the King David Hotel this week and gave a very successful fashion show to mark their joint 40th Anniversary. Long the focal point of the busy life intersection by the Bank of Israel, Klein's was founded in 1926 by an immigrant milliner from Warsaw. With the help of his daughter, Zvi Klein, he gradually expanded the business, branching out into accessories, blouses and knitwear. The Arab disturbances caused the firm to move its premises several times (it all at one period it was practically mobile, and it was not until 1956 that they settled in the Mitspeh Building. For a while things went very well — Jerusalem had become an international center, bustling with exiled monarchs and serving as a port of call for all manner of VIPs — but this state of affairs was not to last. During the period leading up to the end of the Mandate the store was damaged three times by bomb blasts. After the establishment of the State, Jerusalem went in to the doldrums and only the transfer of Government departments, the development of the University and an increasing tourist traffic gave the much-needed shot in the arm which assured the city a new lease of life. Today Klein's is one of Israel's leading fashion houses, as it simply demonstrated in the imaginative show presented to an overflowing audience on Sunday afternoon. Though ultra-smart, the collection did not include anything that might appear inappropriate in an Israel setting and it was perfectly clear that the clothes could hold their own in any fashionable milieu abroad. Hats are still a specialty of the firm and these modeled tonight how much they can help to give an added lift to any outfit. Jewellery was nicely understated — a point which the organizers of other shows might do well to note. The colour range of the collection was restricted to black, white, charcoal, grey, purple and brown. Outstanding were the luxurious reversible coats, combining the last word in design with the most coveted fabrics — shaggy wool on one side and smooth tweed on the other. The last word in design with the most coveted fabrics — shaggy wool on one side and smooth tweed on the other. The last word in design with the most coveted fabrics — shaggy wool on one side and smooth tweed on the other. The last word in design with the most coveted fabrics — shaggy wool on one side and smooth tweed on the other.

When in Israel... Don't miss the opportunity of acquiring world-famous "Jerusalem" Jersey Suits and Dresses at "GRACIA" the well-known fashion house, 54 Rehov Ben Yehuda, Tel Aviv, just around the corner from Tel Aviv's tourist hotels. Under the Government Tourist Export Scheme, tourists are granted a 40% reduction. Make the most of this opportunity, buy "Jerusalem" Jerseys at "GRACIA." (Adv.)

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## Diary of a Housewife

By Madamach Bal Main  
When I break the news to the family that we are going to be augmented their reaction leaves nothing to be desired. Daughter says she has been consumed with envy ever since her best friend acquired a baby brother some months ago and she will now be the most popular girl in the class. She immediately starts to make plans about where in her room the baby will sleep, where keep its clothes and how homework and school may be somewhat squeezed in when she is not too occupied with the new-comer. Can she I shall have to sit in three applications forms to be allowed access at all.

SON is less enthusiastic and feels that the acquisition of a small home or puppy would have been more practical. However he concedes that another boy may not be too bad as he could teach it to swim, may water the garden and maybe it could even go to his school later on. He warns me against getting any more girls as a female will only mean a large outlay with dolls, a turn and she will surely all the house with other females shrieking and giggling and trying to catch others' clothes. (At least it won't all the house with inarticulate gowns, pieces of machinery and strings of dead fish.)

## New Tel Aviv Fashion Shops

Post Fashion Reporter  
WOMEN'S wear stores were appearing in Tel Aviv's fashionable Rehov Dizengoff this week.

Schulermann opened a new two-storey shop opposite his old premises, which will still continue to function, and shared no trouble to give it a light, airy atmosphere. Complete with air-conditioning, it makes shopping less of a chore and more of a delight. Even the display figures, specially imported from Switzerland, are charming to an unexpected degree. Two very young ladies, Kati and Sarah, are former models, the other a former fashion artist, threw open their new boutique in Dizengoff Passage to the public this week, specializing in the "Young Lady" as Vogue would have it. They show plenty of imagination and have proclaimed their firm intention of keeping their lines really exclusive and at same prices.

A mural made up of wool skirts left a splash of colour in the store. Embroidered and pom-pom-trimmed in various hues, they are sure to sell. One of them is shown in the illustration.

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## Swift Tour to Goodwill

By Rachel Moran  
Mrs. Rut Brandt, wife of Willy Brandt, Mayor of West Berlin, was physically exhausted but mentally stimulated after her one-day bird's-eye-view of Israel. Mrs. Brandt viewed the Negev through the helicopter windows, with stops at Dimona and Beerseba.

The exciting colours for me were actually the browns and yellows of the moon-scape unfolding below me, especially near the Dead Sea, and it was only when our guide kept on asking me what I thought of the occasional green spots that I became aware of the reality of the Negev. The great difference between official functions in Israel and some of the other occasions to which she has accompanied her husband.

"Desert Shall Blossom" For Mrs. Brandt, a green landscape is normal, but when she understood that this oasis of green was three years old, another one four, and that somewhere else there were the very early beginnings of another settlement in the Negev, then the strange and forbidding landscape lost its aspect of hopelessness and the challenge of its reclamation became apparent to her.

Mrs. Brandt was born in the small town of Hamar, in Norway, was active in the Workers' Party and wrote for the publications. During the German occupation of her country, she found political refuge in Stockholm, where she lived from 1942-1945. "I became really aware of

Fabrics to Australia FIRST attempts to market local fashion fabrics in Australia were reported last week by Miltex Ltd., an affiliate of the Textile Branch of the Manufacturers Association. They intend to dispatch a \$20,000 trial consignment in the near future.

First contacts between local manufacturers and Australian wholesalers were made here during the recent visit of Mr. Samuel Kerr, a leading textile wholesaler of Sydney, who was favourably impressed with the quality and design of local fabrics.

According to Mr. Kerr, Israeli goods have excellent chances of establishing themselves on the Australian market and may result in an annual export volume of several hundred thousand dollars.

By Helga Dudman

## E.I.A.S. TASTE TEST

A TASTE-test of bottled and canned foods was held last week at the permanent exhibition of the Manufacturers Association in Tel Aviv, under the auspices of the Food Industries Advisory Service. Some 120 members of the public, selected from such groups as housewives, students and factory workers, tasted and evaluated over a hundred food items. These ranged from pickles to peaches, from tomato juice to frozen corn. The samples, neatly contained in square plastic dishes arrayed on banks of tables, and identified only by number — came from 24 Israeli manufacturers, or nearly all those active in this branch of the industry.

The volunteer "tasters" evaluated each item on a check-sheet, making it for colour, shape, taste and smell, and overall appeal. Each taster was asked to sample only ten of the food categories — a limitation designed to prevent the possible fading of taste-buds. Bread and crackers were provided to neutralize reactions between tastings.

The results of these individual evaluations were then tabulated by the E.I.A.S. staff, and results announced on the following day. All public announcements, however, were strictly without names; the object was not to give "awards" but rather to stimulate each manufacturer to improve the quality of his own product. Each producer was told exactly how his pickles or tomato paste was rated by the panel.

This is the fourth time such a taste-test has been held in Israel, the first took place in 1963. The purpose is basically educational, and is meant to serve both producer and public. The former is given the opportunity to compare his own product with those of his competitors, and to learn the public's response in analytical detail. The public, at the same time, has the chance to judge objectively the market's competing products uninfluenced by brand, name or habit, and to learn the changing and increasing extent of food types available.

The Food Industries Advisory Service is under the joint management of the Ministry of Commerce, USOM, and the Manufacturers Association. Other organizations involved in last week's evaluation included the Central Citrus Research Laboratory, whose chemists helped supervise the panel, and the Food Technology Department of the Agricultural Research Station at Rehovot.

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